



KANSAS

INTERSCHOLASTIC CYCLING LEAGUE



PARTNER OPPORTUNITIES



01

About the Kansas
NICA League

02

Programming

03

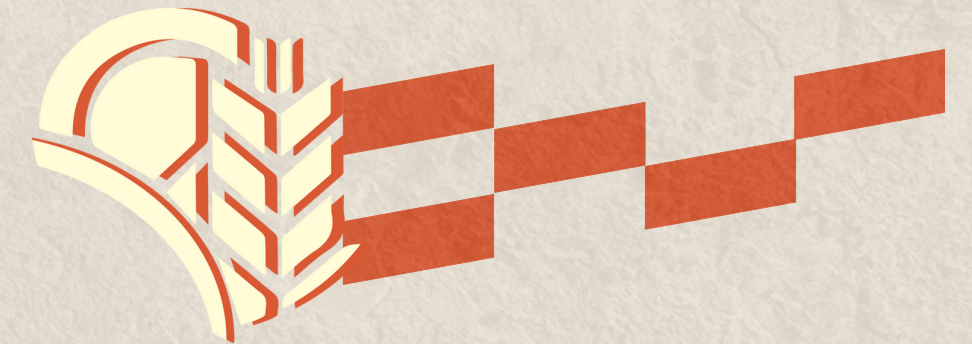
Goals and objectives

04

Economic Impact

05

Sponsorship
packages and
benefits



creating lifelong cyclists

redefining youth sports

ABOUT KANSAS NICA

Our vision is to improve the lives of Kansas' youth and communities through cycling

The Kansas Interscholastic Cycling League was founded in 2019 as a non-profit (501(c)3) Emergent League of the National Interscholastic Cycling Association (NICA), the largest interscholastic mountain bike league.

We're developing lifelong cyclists and revolutionizing youth sports by fostering inclusivity and empowerment, and we hope you come along for the ride! NICA uses the mountain bike as a tool to create community, build character, inspire confidence, and improve health. We bring entire families together through riding, cheering, volunteering, and connecting. NICA shifts the focus of youth sports to camaraderie and forging lifelong friendships, encouraging kids to give their best, rather than be their best.





current programming



racing

We emphasize inclusion over competition - every rider rides (if they want to), and every rider is celebrated.



teen trail corps

A key part of NICA is giving back and learning how to be good stewards of our parks and trails. Trail advocacy in our state is an important part of what we do!



girls riding together

Kansas is proud to have an impressive ratio of girls participating in our league. Our GRiT Weekend provides the opportunity for girls to form connections and develop skills in a welcoming and inclusive environment.



Growth

We have experienced steady growth in our first 4 years and are very proud of the fact that our female participation rate is ahead of the national average at almost 30%!



Trail Advocacy

It is important to us to shift the mentality of cities and communities to help them understand the positive impact trails can have on their community. We hope our efforts results in more trails being built that everyone can enjoy.



Community and Leadership

Nothing is more meaningful than an alumni student who returns to give back as a coach or volunteer.

Stoking a lifelong passion for riding.



Goals and Objectives

We hope to reach 400 athletes by 2026!

why bikes? bikes are...

- freedom
- a lifelong sport that can be shared across generations
- build confidence and skills
- are the perfect blend of individual effort and team sport
- and nobody rides the bench!

To help transform
youth sports...



Economic Impact

We gather passionate student athletes from different backgrounds across the state



30% female participation

8% of athletes receive scholarships

30% come from low-income families

80% athletes from rural communities

...and impact local communities through dining, lodging, and trail-building

Notable Sponsors



Steve Tilford
Foundation



Ganson
Weather
Group



Kurt's
Energy Bars



Sunflower
Outdoor and
Bike



Sponsorship packages

\$15,000

Transformational Sponsor

Bolster our growth

\$5,000

Foundational Sponsor

Sustain the league

\$1000 in-kind

Fueling the Future Sponsor

Benefit our athletes

Promote your Brand



TRANSFORMATIONAL

FOUNDATIONAL

FUELING THE
FUTURE

option for tent / banner presence at all races



logo at the finish line



dedicated email shoutout



logos in email newsletter



dedicated social media thank you



podium shoutouts



positive impact swag giveaways





Kansas
MTB

Partner with us

Be a part of our community... we're a small group of passionate volunteers who are open to ideas and feedback!



more ways to help

Scholarship an athlete

\$500

Pay for an athlete's registration and some of their equipment / travel costs

GRiT Weekend

\$250-\$1,000

Support us in getting more girls on bikes!!

Dirt Tours & Certifications

Help spread the word and cover the costs of our dedicated volunteers who run the league

**or donate your time as a team director,
coach, course marshall, league staff volunteer**



Email us

info@kansasmtb.org

Visit our website

www.kansasmtb.org



Let's work together

Get in touch with us about
having a lifelong impact today!



Thank you!

*We can't wait to kick start the 2025 season
and truly couldn't do it without the help of our
community and so many donors, supporters,
and dedicated volunteers.*

